

OCT15/12 13.58
*** WFTV-TV ***

DATE OCT15/12 13.58

| REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---|----|-------------|------|-----|------------|------------|----------|----------|-----------|--------|-----------|
| LINE# | : | : | : | : | : | DATE | DATE | : | : | : | : |
| AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 2051 | | | | | | | | | | | |
| 1 | | 600A-700A | 30 | | \$1,875.00 | 10/16 | 10/22 | 5 | | TU-F,M | 5 |
| PROGRAM : EYEWITNESS NEWS | | | | | | | | | | | |
| 2 | | 700A-900A | 30 | | \$2,000.00 | 10/16 | 10/22 | 8 | | TU-F,M | 8 |
| PROGRAM : GOOD MORNING AMERICA | | | | | | | | | | | |

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| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-----------------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|--------|-----------|
| :LINE# | : | : | : | : | : | : | : DATE | : DATE | : /WK | : INVT | : | : SPTS |
| 3 | | | 700A-900A | 30 | | \$1,050.00 | 10/20 | 10/20 | 2 | | SAT | 2 |
| PROGRAM : EYEWITNESS NEWSDAYBREAK | | | | | | | | | | | | |
| 4 | | | 900A-1000A | 30 | | \$1,050.00 | 10/20 | 10/20 | 1 | | SAT | 1 |
| PROGRAM : GMA-SAT | | | | | | | | | | | | |
| 5 | | | 700A-900A | 30 | | \$1,050.00 | 10/21 | 10/21 | 1 | | SUN | 1 |
| PROGRAM : EYEWITNESS NEWSDAYBREAK | | | | | | | | | | | | |
| 6 | | | 900A-1000A | 30 | | \$560.00 | 10/16 | 10/22 | 3 | | TU-F,M | 3 |
| PROGRAM : JEFF PROBST | | | | | | | | | | | | |
| 7 | | | 1000A-1100A | 30 | | \$560.00 | 10/16 | 10/22 | 3 | | TU-F,M | 3 |
| PROGRAM : MILLIONAIRE/FAMILYFEUD | | | | | | | | | | | | |
| 8 | | | 1200N-100P | 30 | | \$850.00 | 10/16 | 10/22 | 3 | | TU-F,M | 3 |
| PROGRAM : EYEWITNESS NOON NEWS | | | | | | | | | | | | |
| 9 | | | 1200N-1230P | 30 | | \$600.00 | 10/20 | 10/21 | 4 | | SA-SU | 4 |
| PROGRAM : NOON NEWS | | | | | | | | | | | | |
| 10 | | | 100P-600P | 30 | | \$475.00 | 10/21 | 10/21 | 1 | | SUN | 1 |
| PROGRAM : WEEKEND MOVIES | | | | | | | | | | | | |
| 11 | | | 400P-500P | 30 | | \$800.00 | 10/16 | 10/22 | 3 | | TU-F,M | 3 |
| PROGRAM : DR. OZ | | | | | | | | | | | | |
| 12 | | | 500P-600P | 30 | | \$2,250.00 | 10/16 | 10/22 | 5 | | TU-F,M | 5 |
| PROGRAM : EYEWITNESS NEWS | | | | | | | | | | | | |
| 13 | | | 600P-630P | 30 | | \$3,000.00 | 10/16 | 10/22 | 3 | | TU-F,M | 3 |
| PROGRAM : EYEWITNESS NEWS | | | | | | | | | | | | |
| 14 | | | 1000P-1100P | 30 | | \$6,000.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| PROGRAM : CASTLE | | | | | | | | | | | | |

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|--|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|--------|-----------|
| : LINE# | : | : | : | : | : | : | : DATE | : DATE | : /WK | : INVT | : | : SPTS |
| 15 | | | 900P-1000P | 30 | | \$9,250.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| PROGRAM : DANCING RESULTS | | | | | | | | | | | | |
| 16 | | | 900P-1000P | 30 | | \$6,500.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| PROGRAM : GREY'S ANATOMY | | | | | | | | | | | | |
| 17 | | | 900P-1000P | 30 | | \$6,000.00 | 10/21 | 10/21 | 1 | | SUN | 1 |
| PROGRAM : REVENGE | | | | | | | | | | | | |
| 18 | | | 1100P-1135P | 30 | | \$2,000.00 | 10/16 | 10/21 | 3 | | TU-SU | 3 |
| PROGRAM : EYEWITNESS NEWS AT 11P | | | | | | | | | | | | |
| 19 | | | 1210A-105A | 30 | | \$340.00 | 10/16 | 10/22 | 4 | | TU-F,M | 4 |
| PROGRAM : JIMMY KIMMEL LIVE | | | | | | | | | | | | |
| 20 | | | 1130P-1200M | 30 | | \$1,250.00 | 10/21 | 10/21 | 1 | | SUN | 1 |
| PROGRAM : SPORTS NIGHT ON 9 | | | | | | | | | | | | |
| 21 | | | 800P-1130P | 30 | | \$3,300.00 | 10/20 | 10/20 | 1 | | SAT | 1 |
| PROGRAM : ABC SATURDAY NIGHTFOOTBALL 9/1-12/ | | | | | | | | | | | | |
| 22 | | | 105A-135A | 30 | | \$160.00 | 10/16 | 10/19 | 2 | | TU-F | 2 |
| PROGRAM : ACCORDING TO JIM | | | | | | | | | | | | |
| 23 | | | 600A-700A | 30 | | \$1,875.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| PROGRAM : EYEWITNESS NEWS | | | | | | | | | | | | |
| 24 | | | 700A-900A | 30 | | \$2,000.00 | 10/22 | 10/22 | 2 | | MON | 2 |
| PROGRAM : GOOD MORNING AMERICA | | | | | | | | | | | | |
| 25 | | | 900A-1000A | 30 | | \$560.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| PROGRAM : JEFF PROBST | | | | | | | | | | | | |
| 26 | | | 1000A-1100A | 30 | | \$560.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| PROGRAM : MILLIONAIRE/FAMILYFEUD | | | | | | | | | | | | |

REP HEADLINE# 6375011
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT15/12 13.58
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|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
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| 27 | | | 1200N-100P | 30 | | \$850.00 | 10/22 | 10/22 | 1 | | MON | 1 |
|----|--|--|------------|----|--|----------|-------|-------|---|--|-----|---|

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| PROGRAM : EYEWITNESS NOON NEWS | | | | | | | | | | | | |
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| 28 | | | 400P-500P | 30 | | \$800.00 | 10/22 | 10/22 | 1 | | MON | 1 |
|----|--|--|-----------|----|--|----------|-------|-------|---|--|-----|---|

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| PROGRAM : DR. OZ | | | | | | | | | | | | |
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| 29 | | | 500P-600P | 30 | | \$2,250.00 | 10/22 | 10/22 | 1 | | MON | 1 |
|----|--|--|-----------|----|--|------------|-------|-------|---|--|-----|---|

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| PROGRAM : EYEWITNESS NEWS | | | | | | | | | | | | |
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|----|--|--|------------|----|--|----------|-------|-------|---|--|-----|---|
| 30 | | | 1210A-105A | 30 | | \$340.00 | 10/22 | 10/22 | 1 | | MON | 1 |
|----|--|--|------------|----|--|----------|-------|-------|---|--|-----|---|

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| PROGRAM : JIMMY KIMMEL LIVE | | | | | | | | | | | | |
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| 31 | | | 600P-630P | 30 | | \$3,000.00 | 10/22 | 10/22 | 1 | | MON | 1 |
|----|--|--|-----------|----|--|------------|-------|-------|---|--|-----|---|

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| PROGRAM : EYEWITNESS NEWS | | | | | | | | | | | | |
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|--------|--|--|-----------|--|--|--|--|--|--|--|--|--|----------------|-----------|
| OCT/12 | | | 115225.00 | | | | | | | | | | CONTRACT TOTAL | 115225.00 |
|--------|--|--|-----------|--|--|--|--|--|--|--|--|--|----------------|-----------|

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| | | | | | | | | | | | | TOTAL SPOTS | 67 |
|--|--|--|--|--|--|--|--|--|--|--|--|-------------|----|

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|---------------|-----------|----------|----------|----------|----------|---------|---------|---------|
| MARKET TOTALS | \$281,036 | WFTV 41% | WKMG 21% | WESH 19% | WOFL 16% | WKCF 1% | WRBW 2% | CABL 0% |
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SHARES ESTIMATED**

SVC- NSI
DEMOS- RA35+*